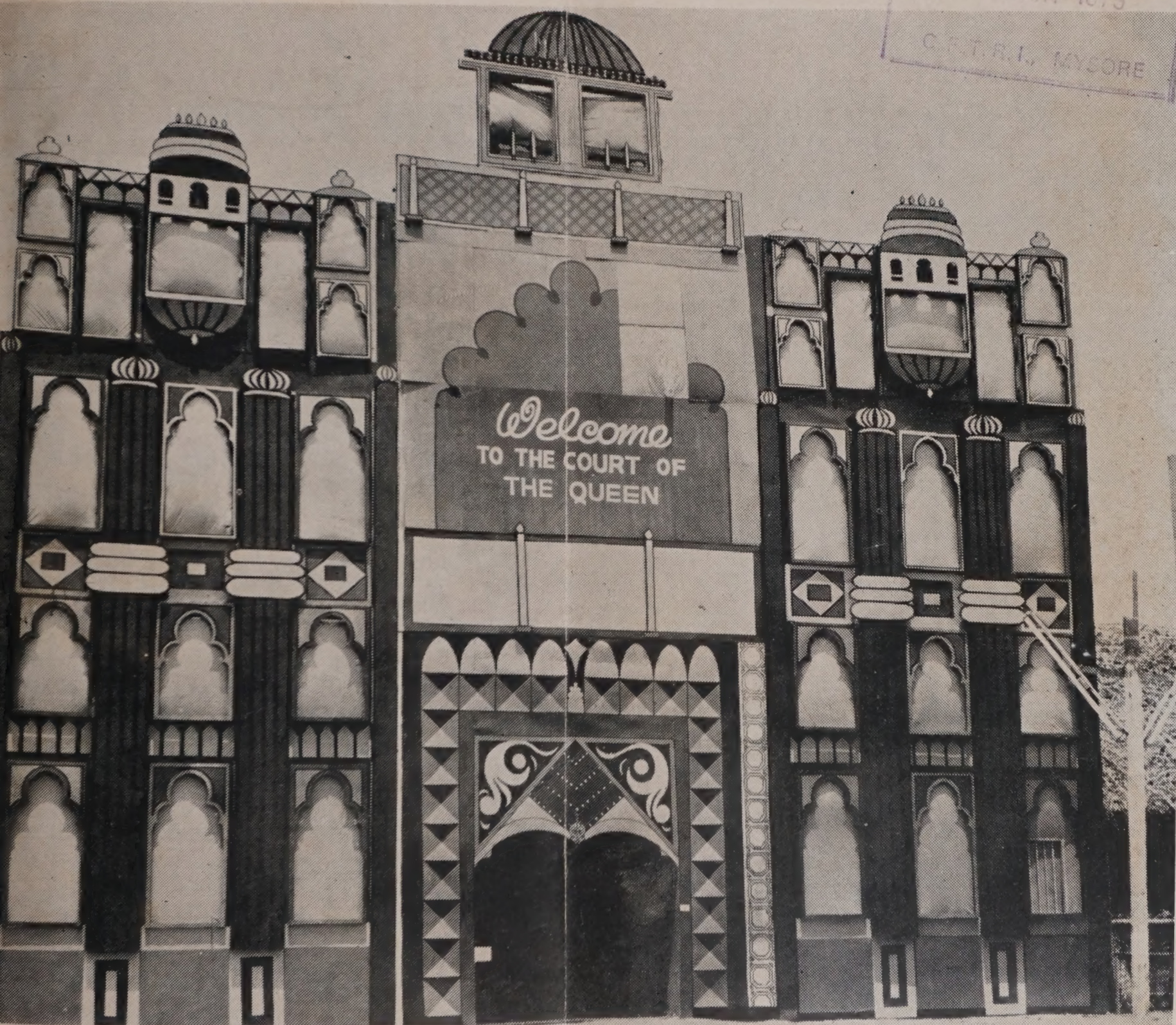


# Cardamom

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# CARDAMOM

A Journal devoted to the promotion of  
Cardamom Industry in India

Vol. II

MARCH-APRIL 1979

No. 2

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### ON THE COVER

Frontispiece of the Board's Pavilion at AGINEX,  
1979, Cochin. (News on Page 37)



## NEW MARKETS FOR INDIAN CARDAMOM

The year 1978-79 was another period of glorious achievements for the Indian Cardamom Plantation Industry in all the spheres of production, exports and export earnings. During the year, the production, export and export earnings touched the all time peak levels of 4000 M. T., 2900 M. T. and Rs. 60 crores respectively against the previous records of 3900 M. T., 2763 M. T. and Rs. 48.4 crores during 1977-78. This forward trend is expected to be continued during the future years also. The production during the current year is estimated to be above 4500 M. T.

As the readers are aware, the Cardamom Board has been doing its best for finding new markets for marketing the additional surplus anticipated in the coming years. With this objective in view the Board has conducted an on-the-spot market survey for cardamom in the peripheral Arab markets, viz., Iraq, Syria, Libya, Jordan, Egypt, Tunisia, Algeria and Morocco during February-March 1979, with the technical/financial assistance from the International Trade Centre, Geneva and Swedish International Development Authority. The survey team consisting of the Board's Market Development Officer and the International Trade Centre's Marketing Adviser have completed the survey and their report is now under preparation. The Survey has thrown open useful information on the possibilities of expanding the markets for Indian Cardamom. The main objective of the survey was to find out whether the peripheral Arab markets could fall in line with Saudi Arabia and Kuwait where cardamom consumption is very high, due to its usage in the 'Arab Coffee' or 'Gahwa'. Of the eight countries surveyed, it was found that only five viz., Libya, Jordan, Egypt, Syria and Iraq import and use cardamom, and there is much scope for further expansion in Libya and Jordan.

Libya at present is virtually an unexploited market for cardamom. Properly tapped, it may turn out to be a potential market in the near future. Although, the present consumption level seems to be low (about 50-100 tonnes per year) there is every possibility of India's increasing her exports to this country. This depends upon how ably and quickly the Indian exporters can service this market. The Islamic culture prevailing in the country, the urge of the people for following the food habits of rich counterparts in Kuwait and Saudi Arabia and the high affluence by virtue of the petrodollars lead to the conclusion that the consumption of cardamom is going to be on the increase, provided the commodity is made available to the Libyan consumer. The import of many commodities including cardamom/spices nationalised in Libya. The sole Government Organisation dealing in cardamom is the Food Trading Company of Libya. Properly enlightening the Food Trading Company about India's supply position of cardamom, quality characteristics, price pattern etc. and the adoption of stronger selling approach like personal selling would help us to boost our exports to this country.

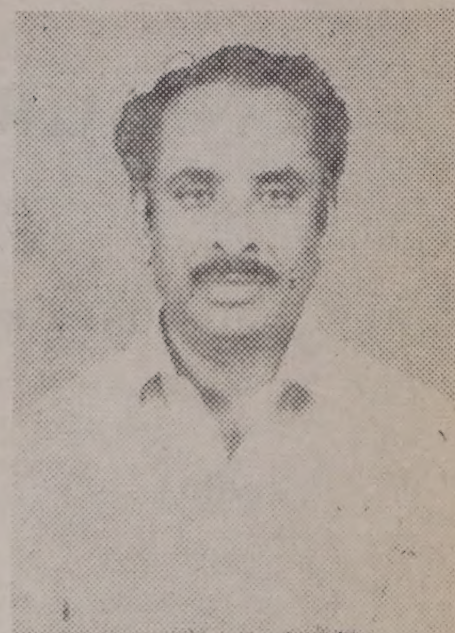
Another important market surveyed is Jordan. It is one of the richest countries in the Middle East Zone and offers a promising market for cardamom both for local consumption and for re-exporting to the neighbouring countries like Saudi Arabia. Although the trade sources estimate that the annual average consumption of cardamom is only 50 M. T., there is enough evidence that it will be anywhere around 100 M. T. The consumption shows an upward trend and a conservative estimate of which will be at least 5%. It should be pointed out that Jordan is a trading centre more than a consuming market. Looking at the volume of her re-export in recent years one may come to the conclusion that this is a fast expanding market. The re-export rose to 260 M.T. in 1977 from a mere 15 M.T. in 1973. The importance of Jordan is therefore more relevant in this context as an entrepot. In fact, the Jordanian market can be segmented into two: one for the low priced-low quality for local consumption and the other for the high quality -bold green cardamom for re-sale to Saudi Arabia. If proper measures taken we can get at least 50% share of this market in the coming years, which will be around 150 tonnes.

Among the other countries surveyed, only Egypt, Iraq and Syria import sizeable quantities. Suitable promotional measures have been suggested by the survey team and this will be made available to Indian Cardamom community shortly. It is expected that the findings of the survey would help us to further boost our exports in the coming years.



# A CASE FOR SPICES BOARD

Dr. C. A. JOS



*Dr. C. A. Jos, Professor of Commerce, S. K. V. College, Trichur was awarded Doctorate by the University of Cochin for his thesis "Problems and Prospects of India's major spice—Pepper" in February 1979. He has attended various Seminars on spices during 1973-78 and has presented a paper on Pepper prices at the International Seminar on Pepper held at Cochin in 1976. Dr. Jos has published many articles on Commerce and Economics in leading periodicals in English and Malayalam.*

Traditionally the fortunes of India's spices had been dependent on the export market. During the years 1951-52 to 1958-59 the price of pepper slumped from Rs. 15,377/- to Rs. 1,557/- per ton and the exports also declined from 15100 tons to 10800 tons. What is true with pepper is true with all other India's spices (exportable) at one time or other.

## PRICE FLUCTUATION

Though the consumption of spices in any country does not change or fluctuate violently, it is quite otherwise with the prices. Prices of spices are sometimes quite stable over short periods of two or three years, but over a decade there is hardly a spice not affected by large amplitudes in

price fluctuations. The inelasticity of demand is offset by large variations in supply from time to time so that "spot" availability of the spices dictates sharp changes in prices in leading markets. The fall in exports in 1967\ both in volume and value in the case of major spices—Pepper, Cardamom, Ginger, Turmeric and Chillies was grave. The year 1971 also witnessed sharp fall in prices. In the case of cardamom it fell from Rs. 64.22 per kg. to Rs. 36.82 per kg. and the prices of all other spices slumped sympathetically.

## PROSPECTS OF INDIA'S SPICES

Studies on the production, supply and prices of these major spices show that India does not produce enough of the required

grades to satisfy all the demands currently available at an 'advantageous' price. In other words, profitable areas of expansion of exports exist for all major spices which are not presently exploited because sufficient supplies are not available. The production and prices of our competitor's products are also major constraints to be considered. The only manner in which export prices can be maintained both competitive and stable is by providing safe margins for export after meeting all reasonable domestic needs.

## PROBLEMS OF INDIAN SPICE GROWERS

The vast majority of producers of Indian spices are small farmers who cannot stand the violent



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fluctuations of world market prices for the spices. Peasant families form the basic units of our society and their importance can never be over-emphasised in a subsistence economy. Peasant production is the main alternative to wage employment. Lack of any effective control over the volume of production on the one side and the wide fluctuations on the other, make agricultural production a real gamble and more so in the case of spices. The problem then centres round the question of attaining greater efficiency by introducing improved varieties of seeds/seedlings (genetic improvements), control of pests and diseases, use of fertilizers and an incentive to producers.

#### INADEQUACY OF STATISTICAL DATA

World economy has changed from being production-oriented to being market-oriented. In market development, the fluctuations of prices, economic analysis and market research have assumed greater significance than ever before. Unfortunately in the field of spices, in spite of its almost legendary history, there exists currently no continuous factual framework in which either world or Indian production or consumption can be accurately set.

#### NEED FOR AN INTEGRATED BOARD

All these call for the formation of a body corporate concerned with all aspects of growing, developing and selling the spices. In India there are agencies and institutions engaged in various activities meant for furthering the cause of spices. The Spices

Export Promotion Council, Cochin; the Directorate of Cocoa, Arecanut and Spices Development, Calicut, the Central Plantation Crops Research Institute, Kasargode, the Central Food Technological Research Institute, Mysore and various agricultural research organisations are already in the field. In spite of the efforts of these organisations and institutions what is really lacking in spice production and export trade is a forward programming in its real sense.

Improvement in the quality of population forecasts, developments in gathering national income statistics, better understanding and measurement of the income and price elasticities of demand have made the study of market behaviour a science. At present, none of these agencies, probably with the exception of the Cardamom Board, is either competent or equipped with necessary tools and information to take up such a task. The present functioning of these organisations in this area results in, too often, confusion and considerable waste of money. There is thus a strong need for the integration and unification of various agencies to make them useful and worthwhile. An integrated Spices Board alone can satisfy the demands of the spice industry to a satisfactory level.

#### ROLE OF ADMINISTERED PRICES

Administered prices in agriculture have become almost universal. Prices determined by the free play of forces of supply and demand have proved an ineffective regulator in respect of farm products because farmers

continue to produce even when prices fall substantially. The ideal farm price policy has to encourage economy, efficiency and technological progress. Self adjusting administered prices alone will protect the interest of the producers and thus consumers equally to become the most administered sector of the economy with its guaranteed prices, its subsidies of various kinds, its acreage allotments, its marketing quotas, levy of taxes and a host of other sorts of controls. All these call for the imperative need for the constitution of Spices Board in the place of different agencies and organisations for the promotion and development of pepper and cardamom industries in particular and those of other spices in general.

#### FUNCTIONS OF THE SPICES BOARD

The functions of the proposed Spices Board are varied and manifold. They are:

1. To develop and regulate the production and extent of cultivation of spices ensuring remunerative returns to growers and those who are engaged in the trade of spices.
2. To promote co-operative efforts among the growers of spices.
3. To provide financial or other assistance for improved methods of cultivation and processing of spices, for new planting and replanting of spices and for extension of spices growing areas.
4. To regulate the sale, export and import of spices with the objective of stabilisation of prices of spices.



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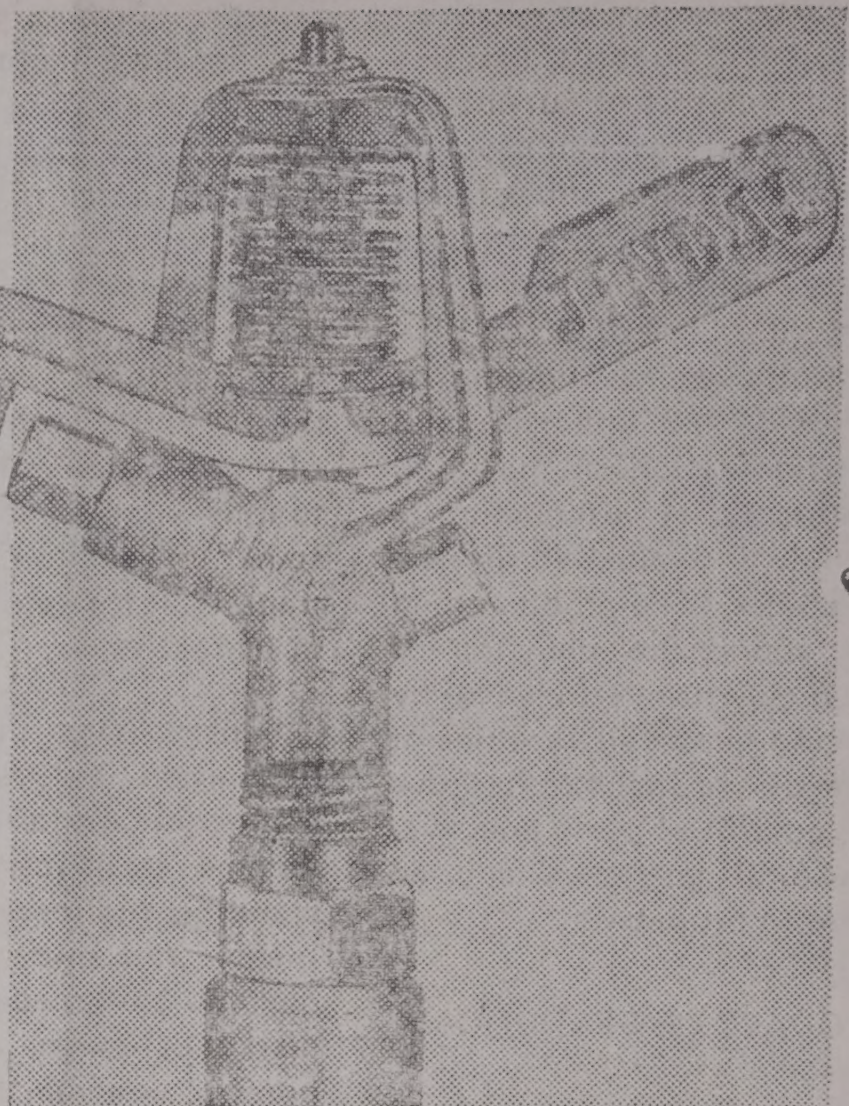
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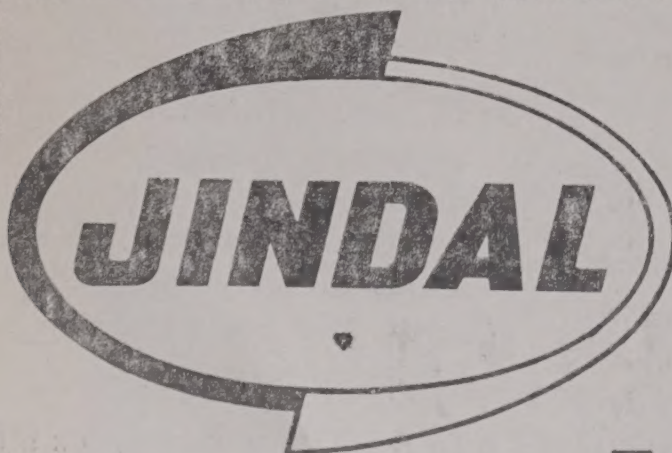
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5. To provide for licensing of dealers, manufacturers, brokers (including auctioneers) of spices and persons and agencies engaged in the business of spices.
6. To take effective measures for pest or disease control including measures for destruction of diseased or pest affected plants or materials which are likely to be diseased or pest affected.
7. To acquire or requisition seeds and planting materials from any person in the manner prescribed by rules on payment of cost as may be fixed by the Board.
8. To secure better working conditions and the provision and improvement of amenities and incentives for workers.
9. To raise funds for development and welfare activities by such measures or means as may be prescribed from time to time.
10. To undertake systematic studies on the average yield and the cost of production per unit of spices.
11. To recommend to the Government of India to make necessary adjustments in the manner and method of providing for taxes and subsidies so as to have a stable, reliable and economic price for the producers and consumers.
12. To collect statistics from growers, dealers and such other persons or agencies as may be prescribed on any matter relating to the spices industry, to publish statistics

so collected or portions thereof or extracts there from.

13. To identify specific problems and potentialities of any of the spice/spice product in various markets in order to provide guidelines for sales promotion, public relations and technical and economic research programmes.
14. To evaluate the effectiveness and impact of the activities planned and carried out by the Board.
15. The Board may provide the facts and forecasts necessary for formulating basic market development policies both at national and international levels and co-operate with international agencies like F. A. O. World Pepper Community and such other agencies that may come up in future to further the cause of spices and spice industries.
16. The Board may appoint and authorise agents to discharge on its behalf, any of its functions in relation to the marketing or storage of spices.
17. It shall be lawful for the Board with the approval of the Central Government to import any spice for sale, or to purchase spices from the internal market at such prices as the Board may fix.

#### DEMAND FOR COMMODITY BOARDS

The successful functioning of the Commodity Boards in India in general and that of the Cardamom Board in particular has attracted the attention of all classes of growers of cultivated crops. Even among the

growers of spices the demand for the formation of specific spice Boards like Ginger Board, Pepper Board etc. is gathering momentum. This demand is very likely to spread among the growers of other spices too. When this demand becomes strong and insistent, the Central Government is bound to oblige the growers of different types of spices. It is the most appropriate time to decide whether to have an integrated Spices Board or to have independent individual Boards for each of the major spices and one for the minor spices.

#### INDEPENDENT BOARDS VS SPICES BOARD

When the Cardamom Board was constituted under the Cardamom Act 1965 (42 of 1965) had the authorities thought of this problem in depth, the present demand would not have come up. One should know that history will repeat and a nation cannot afford to repeat the mistakes of the past. The wise course of action is to correct the mistakes though late than never. Apart from this logical thinking there are also positive grounds which make us to swing in favour of a comprehensive and integrated Spices Board as against individual Boards for each of the spices.

#### ADVANTAGES OF A SINGLE SPICES BOARD

A unified single Spices Board offers the following advantages:

1. The system of commodity Boards has emerged as a powerful instrument of trade promotion and many a country's exports have enhanced through inter-alia, production



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planning, genetic improvements, quality improvement and co-ordination of marketing activities. International promotional activities have been wanting not only in Pepper and Cardmom but also in other major and minor spices of India. World bodies like the Pepper Community are the ideal organisations for joint promotional efforts by producing countries interested in generic promotion, production, consumption etc. of the spices. Joint promotional efforts call for the establishment of an appropriate machinery both at national and international levels. The aims and objectives of promotional action in so far as they relate to expanding long-term consumer demand for spices call for heavy financial outlay even to achieve a minimum of impact, which is beyond the resources of individual Spices Board.

2. The co-operation among the interests of each of these spices having common problems permits economy in expenditure. Many of the traders and exporters deal in more than one spice. Even among the producers of pepper we also find the growers of ginger or turmeric either as an inter crop or as a source of subsidiary income for the development of their pepper plantation. Having so much in common, both among producers and traders including exporters one fails to understand the need for the formation of individual spices board like Pepper Board, Ginger Board etc.

3. Instead of stabilising the price of one single spice it is feasible and easier to have the programme of stabilising the prices of all these spices in general without much damage to the grower and loss of revenue to the Government through changes in taxes and levies from time to time. It is most likely that expenses or losses incurred in one spice or other would be set off when the spices are taken as a whole and that too in the long run.
4. Both at home and abroad, there exists the need for popularizing the use and consumption of spices. In case of a possible glut in the international market for spices grown in India, a larger home market would act as a cushion to absorb the shock that might be generated. It is easier and more economic to launch in promotional activities in common for all spices which are having an exportable surplus in India.
5. To adopt a common programme for the generic promotion of India's spices both at home and abroad and to discharge the functions as envisaged elsewhere, an integrated Spices Board alone can suffice rather than small Boards for each individual spice. With the world-wide reputation of Indian Pepper, other spices too can move faster than at present in the world markets under the direction and control of the Spices Board. Moreover, the demand for many of these spices is complementary in character

and the benefits of promotional activities can be shared by all resulting in considerable economies and greater propaganda value since one particular spice can popularise the others also.

## LIMITATIONS

13. The possible draw backs of such a Spices Board might be the following:

1. One of the major limitations of the proposed Spices Board might be the problems arising out of its unwieldy nature. This can be over-come by an appropriate organisation and control by those who are really competent and efficient in taking up such challenging tasks.
2. Another important problem might be in the nature of conflict of interests as represented by the five of the India's major spices and minor spices. This is an area vulnerable to serious consequences provided the Spices Board is not well balanced and the functions and responsibilities are not well defined. If any imbalance is experienced at any time, corrective steps should be taken up immediately. By the passing of time and the experience gained and corrective measures taken up, the Spices Board will prove to be a stable, well balanced and strong organisation capable of discharging its functions as elaborated elsewhere. Sufficient time should be allowed to restore the equilibrium and to complete the process of total integration

(Continued on Page 27)



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JOHN M. JOHN\*

While the foundations of a good plantation depend largely on the quality of planting materials used, the care and maintenance of plants during the first few years in the field are also equally important. Proper attention has to be taken right from the preparation of land, for better establishment of the seedlings and for sustained productivity in the later years. This article gives a brief outline of measures designed to promote maximum growth and development of cardamom plants in the early stages of their growth.

## PLANTING MATERIAL

Cardamom can be propagated by seedlings as well as by rhizomes. Seedlings are raised from seeds collected from selected mother plants. Seeds are sown in specially designed nurseries and the seedlings would be ready for planting within 18 months' time in Kerala-Tamilnadu States and 10 and 22 months time in Karnataka. Seedlings of 18 and 22 months should have a minimum of five shoots. Ten months old seedlings, at the same time, should have a minimum of three shoots. The rhizomes are collected from fully mature plants having desirable characters by removing a portion of the plant.

Each planting material (rhizome) should have a minimum of 3 shoots, two older ones and a growing shoot. Both the methods of propagation have got a number of advantages and disadvantages. In places where the Katte virus disease is a serious problem, seedlings may be used for planting as the disease is not transmitted through seeds. In order to meet the requirements of planting materials for large scale replanting/ new planting, seedling propagation is desirable. The rhizome plants start yielding about an year earlier than the seedlings. Establishment failures are also less in rhizomes on account of the presence of a well developed stem. Rhizome planting is desirable for gap filling purpose since the seedlings do not come up well when planted in the midst of grown up plants.

## PREPARATION OF LAND

Cultivation of cardamom is confined to hilly tracts where a fairly thick canopy of tall trees is available. The initial work therefore consists of clearing the under growth and thinning out the shade trees or branches, in order to have uniform sunlight through the canopy of shade trees. Drainage channels will have to be formed along the upper bound-

daries, preferably along the contours of the plantation which would collect water that is likely to rush down during heavy showers.

The shade will have to be regulated in such a way as to allow the sunlight to filter through the canopy of the shade trees. Depending on the environment aspect and the local climatic conditions, it is for the individual planter to decide the optimum shade requirement. Experiences have shown that a comparatively less shade is more favourable in the initial stages of growth to encourage production of more vegetative shoots. When a large number of shade trees have to be uprooted, it is desirable to kill them *insitu* by ring barking a year prior to planting. When lands selected for planting are having only sparse tree growth, suitable shade trees have to be planted. In such cases, a combination of quick growing and slow growing permanent shade trees has to be adopted. Dadaps (ERYTHRINA LITHOSPERNA) can be used as a temporary shade tree and Red Cedar (CEDRELLA TOONA), Kurangatti (ACROCARPUS FRAXINIFOLIUS), Elippa or Pali (PALAQUIM ELLIPTICUM), Ficus sp. Jack fruit trees, etc. as permanent shade trees. The dadaps  
(continued on Page 25)

\*Asst. Director, Cardamom Board, Cochin-682 018



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# SAUDI ARABIA

*Following is an excerpt on Saudi Arabia from the report on the market survey jointly carried out by Cardamom Board and International Trade Centre, Geneva in the Middle East and West European countries. The survey team consisted of Shri N. Bharathan Pillai, Market Development Officer, Cardamom Board and Mr. Brian Mc. Loughlin, Marketing Consultant, International Trade Centre, Geneva. Excerpts on Kuwait, Bahrain, Iran and Qatar appeared in the preceding issues of "Cardamom".* —Editor.

Saudi Arabia is the largest individual market in the world for cardamom. Peak imports were registered in 1975 at 1,583 tonnes and it represents the major market for Indian cardamom as well as for re-exporting centres in the Gulf area, such as Kuwait, Bahrain and Dubai. Demand from Saudi Arabia is probably the principal determinant factor on world prices for cardamom.

## IMPORT HISTORY

Total recorded imports of cardamom to Saudi Arabia have grown from an average of only 571 tonnes in the 10-year period 1960-1970, to 1,583+ in 1975, the latest year for which complete data is available. In parallel with this upward trend, there has been a marked growth in imports direct from producing countries, though re-exporting trading centres in the Gulf area continue to be major supply sources to the Saudi Arabian market. Full details of imports, by source, are set out in Table No. 2. Details of

the share by country of supply are set out in table No. 1.

Table 1 shows an apparent decline in the Indian market share. However, the major incidence of imports from re-exporting centres tends to conceal the true supply picture. Imports from Jordan or the US can be considered to be of Guatemalan origin. Quantities imported from Kuwait are, in the main, Indian

cardamom, while those from Bahrain will include substantial quantities of Guatemalan produce — particularly in the more recent years.

The import figures quoted are probably a considerable underestimate. Analysis of the data from other Gulf markets indicates that imports to Saudi Arabia totalled about 2,455 tonnes in 1975 and over 2,211 tonnes in

Table 1

### SHARE OF IMPORTS BY SOURCE — VOLUME BASIS

	1971	1972	1973	1974	1975	1976 (1st half)
	%	%	%	%	%	%
India	44.5	35.4	30.0	34.7	31.9	22.7
Guatemala	0.2	0.6	1.6	3.5	3.7	2.1
Sri Lanka	5.5	10.9	8.4	—	—	—
Kuwait	12.9	10.0	40.2	46.0	29.1	39.9
Bahrain	27.3	14.3	8.5	9.9	14.7	21.8
Jordan	—	—	—	5.9	11.5	13.5
U. S. A.	—	—	—	—	9.1	—
Others	9.6	28.8	11.3	—	—	—
	100	100	100	100	100	100

Source: Compiled from National Foreign Trade Statistics—Saudi Arabia.



the first half of 1976. Much of the trade between Kuwait, Bahrain and Dubai is through local channels, transported by truck or country boat, and these transactions escape the statistics of both the re-exporting countries and Saudi Arabia. Import statistics in Saudi Arabia are, moreover, considered to be unreliable by trade sources in the market. The figures quoted in Tables 1 and 2 should be considered as indicative rather than an accurate measure of the import situation.

The unreliability of the import statistics from Saudi Arabian sources, renders the reconciliation of this data with the data on cardamom exports from India (Table 3) almost impossible. The Indian export figures, however, show clearly the type of market which Saudi Arabia represents; it is a market for green cardamom and, as a large size capsule is preferred, the main exports are of the Alleppey Green variety. Detailed investigation in the market shows that the primary demand is for large, good coloured cardamom, corresponding to Agmark grades AGEB handpicked, AGEB and AGB. While some lower qualities are imported, they meet a fringe demand from members of immigrant population sub-groups or are bought as a substitute for better grades when these are in short supply.

#### USAGE

The main usage of cardamom in Saudi Arabia is in the preparation of gahwa—Arabian coffee. Gahwa is an infusion of roasted ground coffee and lightly roasted ground cardamom, and hot water,

Table 2  
IMPORT OF CARDAMOM INTO SAUDI ARABIA—BY SOURCE  
DURING 1971 TO 1976

Year	Sources	Quantity (M.T.)	Value	
			(Rs. '000s)	(\$ '000s)
1971	India	416	28,506	3,951.5
	Guatemala	2	165	22.9
	Sri Lanka	51	2,804	388.7
	Kuwait	121	8,351	1,157.6
	Bahrain	255	15,632	2,166.9
	Others	90	5,500	762.4
	Total	935	60,958	8,450.0
1972	India	399	19,252	2,404.1
	Guatemala	7	270	33.7
	Sri Lanka	123	5,064	632.4
	Kuwait	113	4,954	618.6
	Bahrain	161	6,154	768.5
	Others	325	7,105	887.2
	Total	1,128	42,799	5,344.5
1973	India	380	24,614	3,027.6
	Guatemala	20	949	116.7
	Sri Lanka	107	6,090	749.1
	Kuwait	510	25,707	3,162.0
	Bahrain	108	4,890	601.5
	Others	143	5,576	685.8
	Total	1,268	67,826	8,342.7
1974	India	334	23,162	2,867.2
	Guatemala	34	13,632	1,687.6
	Kuwait	443	29,885	3,699.6
	Bahrain	95	5,157	638.4
	Jordan	57	2,886	357.3
	Total	963	74,722	9,250.1
1975	India	505	36,923	4,131.5
	Guatemala	59	4,909	549.3
	Kuwait	460	33,212	3,716.2
	Bahrain	233	17,019	1,904.3
	Jordan	181	12,278	1,373.9
	U. S. A.	145	8,784	982.9
	Total	1,583	113,125	12,658.1
1976 (1st half)	India	162	15,891	1,789.3
	Guatemala	15	1,540	173.4
	Kuwait	284	24,085	2,712.0
	Bahrain	155	15,848	1,784.5
	Jordan	96	8,507	957.9
	Total	712	65,871	7,417.1



Table 3

EXPORT OF CARDAMOM FROM INDIA TO SAUDI ARABIA DURING  
1971-72 TO 1975-76

Year	Grades	Quantity (M.T.)	Value	
			(Rs. '000s)	(\$ '000s)
1971-72	Alleppey Green	555	23,780	3,124.4
	Coorg Green	39	1,636	215.0
	Bleached/Bleachable	21	1,019	133.9
	Seeds	—	—	—
	Mixed	28	1,230	161.6
Total:		643	27,665	3,634.9
1972-73	Alleppey Green	257	12,356	1,531.3
	Coorg Green	49	3,803	471.3
	Bleached/Bleachable	3	119	14.7
	Seeds	—	—	—
	Mixed	8	551	68.3
Total:		317	16,829	2,085.6
1973-74	Alleppey Green	579	39,223	4,840.0
	Coorg Green	30	1,907	235.3
	Bleached/Bleachable	11	722	89.1
	Seeds	37	2,652	327.2
	Mixed	15	1,029	127.0
Total:		672	45,533	5,618.6
1974-75	Alleppey Green	397	35,867	4,215.7
	Coorg Green	79	6,943	816.0
	Bleached/Bleachable	2	238	28.0
	Seeds	—	—	—
	Mixed	—	—	—
Total:		478	43,048	5,059.7
1975-76	Alleppey Green	609	63,421	7,118.8
	Coorg Green	2	212	23.8
	Bleached/Bleachable	2	156	17.5
	Seeds	—	—	—
	Mixed	—	—	—
Total:		613	63,789	7,160.1

served and it is traditional that three cups of gahwa is served; after this the consumer rotates his cup on his finger to signify that he has had enough.

Cardamom coffee is served very frequently in traditional Arab households. All guests are served it, as are visitors to government offices and business premises.

Consumption levels vary from place within Saudi Arabia. It is highest in the Eastern and Central Regions where some households will use 90 per cent cardamom to 10 per cent coffee in their gahwa. On average, the ratio of cardamom to coffee is 60/40 or 50/50. In the West Region, particularly in Jeddah and the surrounding area, consumption of gahwa is much lower and tea is more usually served. However, in the Mecca and Medina areas, where attitudes are more traditional, gahwa consumption is closer to the levels seen in Riyadh and the Eastern provinces. The serving of gahwa is a strongly entrenched part of Arab social behaviour. Social pressures ensure that even westernised Arabs continue to serve gahwa to all visitors to their homes. The heavy consumption in the Royal households is an encouragement to other Saudis to regard gahwa as the correct social form. Gahwa accounts for 90 per cent of cardamom consumption in Saudi Arabia; the balance represents usage in cookery both by the indigenous population and by immigrants of Indian, Sri Lankan or Pakistani origin, who form a significant population sub-group in Saudi Arabia.

prepared in a traditional tall narrow-waisted metal pot. Coffee and cardamom are ground together and boiled in water. Alternatively, coffee is prepared and allowed to boil two or three times. The roasted ground cardamom is separately infused in boiling water and mixed with the prepared coffee, in the traditional pot. The gahwa is then

served immediately. A bunch of sisal or coir fibre is placed in the spout of the pot to filter out the coffee and cardamom sediment and the gahwa is poured into small handleless porcelain or metal cups of about 40 grams capacity and handed to the recipient. No sugar or milk is added to gahwa. Only about two table-spoonfuls per cup is



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## CONSUMER PATTERNS

There is little reliable information on the composition of the population of Saudi Arabia. The population is estimated to be 8.9 million. A large part of the rural population is still nomadic, though government housing colonies in rural areas are being developed. The Saudi Arabian consumer is very traditional in his attitudes, habits and tastes. Islamic religion and culture are the bedrock of social life. The male is the dominant sex in Saudi Arabia and in all other Arab societies. The Bedouin Arabs, who constitute the bulk of the population, are very heavy users of gahwa and, accordingly, of cardamom. The serving of gahwa to guests is obligatory and the quality of the cardamom used is a major concern to the consumer. Cardamom and coffee will always be bought by the head of the family, possibly accompanied by a servant.

The vast increase in Gross National Product, which has been the result of increased oil revenues, has reached the consumer both through large welfare and educational grants and through uplift of wage levels for every type of job. Loans are available to all citizens to build a family house, up to RI. 300,000 (\$ 75,000) repayable over 21 years. For people wishing to build hotels or factories, loans up to RI. 2 million are made available from central government funds.

The impact of sharply increased spending power has been considerable in the cardamom market. Consumers are not constrained by price and there has been a corresponding uplift in

both the level of consumption of gahwa and in the quality of the cardamom bought by the consumer. Average consumption of cardamom is estimated by the trade to be in the region of  $\frac{1}{2}$  kg. per month in a normal family; statistical analysis of imports suggests a rather higher consumption of 0.8 kg. per month per family.

In addition to domestic consumption, there is a sizeable institutional demand, particularly from government departments, the army, municipalities, etc. Gahwa is served to all significant visitors, and is regularly consumed by government officials, army officers etc. Usage levels in this segment of the market are sometimes as high as 90 per cent cardamom to only 10 per cent coffee.

Cardamom coffee is regarded as beneficial to health at the consumer level. It is believed to cool the blood, in a country where extreme heat is a regular feature of daily life; it is also seen as an aid to digestion. Children are encouraged to drink gahwa for their health, much as in other countries children are encouraged to drink milk. Thus, the gahwa consumption habit is inculcated at an early age. Consumption of gahwa is year-round, though there is a consumption peak during Ramadan when daytime fasting is practised. After dark there is considerable uplift in entertaining and socialising, when large quantities of gahwa are consumed.

There is a further peak in consumer demand for cardamom during the Haj festival. Pilgrims

from outside Saudi Arabia to Mecca and Medina, purchase substantial quantities of cardamom to take back to their home countries. There has been some reduction in the volume of these re-exports as the proportion of Haj pilgrims travelling by air has increased, while the proportion of those arriving by sea or overland has fallen. Airline baggage weight restrictions reduce the quantities that air travellers can carry away with them.

## DISTRIBUTION

The point of retail sale for cardamom in Saudi Arabia is typically a traditional souk-type of shop or stall. Some of these outlets are specialists, handling only coffee and cardamom, but in the main towns today the majority of retailers handle a wide range of other grocery products in bulk, and packaged imported products. In addition, there are 7 or 8 supermarkets and more are being developed. These supermarkets stock little cardamom at present but would be a suitable outlet for  $\frac{1}{2}$  kg. or 1 kg. prepacks.

These outlets buy either direct from importers or from local wholesalers, who themselves may also be retailers. Direct purchase from importers is most common in cities, such as Jeddah, where the importers are located.

In rural areas the wholesaler is the major link in the distribution chain, buying from the importers in the major importing centres and transporting by road to the country areas. The two main purchasing centres for wholesalers are Jeddah for the Western and Central Regions and



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Chulika Estate  
Meppadi P. O.  
Kozhikode Dist

- Area under Cardamom

206 Hects.



Kuwait and Bahrain which function as the main distribution centres for the Eastern Region and for parts of the Central area. The port of Damman is also a minor importation and distribution centre. Wholesalers in Saudi Arabia buy only for immediate sale. There is little or no speculative buying by importers, wholesalers or retailers.

Trade margins are:

Importer to wholesaler	10 per cent plus
Wholesaler to retailer	20 per cent plus
Retailer to consumer	40 per cent plus

Hence, the total uplift in price from c. i. f. to final retail selling price is in the region of 85 per cent. In periods of limited supply there can be some uplift in the level of trade margins.

The largest importers will sometimes reduce margins to as low as 5 per cent on large volume orders. Sales to Government departments, sometimes supplied on a tender basis, are usually on this lower level of margin.

The relative importance of the main distribution centres varies from year to year. In the past, port congestion in Jeddah and Damman had artificially enhanced the importance of Kuwait and Bahrain as supply centres. In 1975, the latest year for which complete statistics are available, the proportions of volume accounted for by each centre are estimated to be:

#### Main Distribution Centers for Saudi Arabia-1975

	Proportion of volume
	%
Jeddah	42
Damman	18
Kuwait	32
Bahrain	8
	<u>100</u>

These estimates are based on import statistics and information given by the trade.

Damman is a transit point rather than a marketing centre. Much of the volume imported through this port is on behalf of Jeddah importers or supplies purchased by wholesalers from importers in Bahrain.

#### 5. IMPORT PRACTICES

The importation of cardamom has become increasingly concentrated in the hands of a small number of major importers. These firms are mainly situated in Jeddah, though there are one or two smaller firms in Damman. Importers in Kuwait and Bahrain are also, as indicated, an important element in the Saudi market. The importers are usually major grocery wholesalers as well as specialised importers and dealers in cardamom. Importers within Saudi Arabia import from the country of origin or from entrepot centres — depending on market conditions and prices; imports from countries of origin are normally on a C & F basis to either Jeddah or Damman. Imports from intermediate distribution centres are on a C & F basis when undertaken by the major Saudi importers, but when carried out by individual wholesalers, are on a credit or half-cash basis.

Individual consignments for the major importers range up to 5 tonnes in volume. Qualities imported are predominantly AGEB and AGB grades from India, and Guatemalan best quality green. There are limited imports of lower grades but mainly these are a substitute when supplies of top quality cardamom are not available.

Purchase and import are again, at sample, and Agmark grade awareness is low among the main importers. There are accordingly, many problems arising from difference between the initial sample and the bulk quantities delivered. The reputation of Indian exporters on quality standards is low, the larger importers now preferring to deal with only one or two exporters with whom they have established a satisfactory working relationship. Some of the importers delegate the mechanics of purchasing and importation to indenting agents. These agents buy only to the specification and order of the importers and operate on a commission basis.

All imports from producing countries are financed by Letter of Credit. Importers in Saudi Arabia buy exclusively to meet perceived market demand. There is little or no speculative trading by these importers; nor is there much evidence of forward planning. They buy when warehouse stocks are low irrespective of prevailing market prices. They regard Kuwait or Bahrain as sources of immediate supply, if the necessary quantities are not available from the country of origin.

It should be noted that import procedures for packaged goods



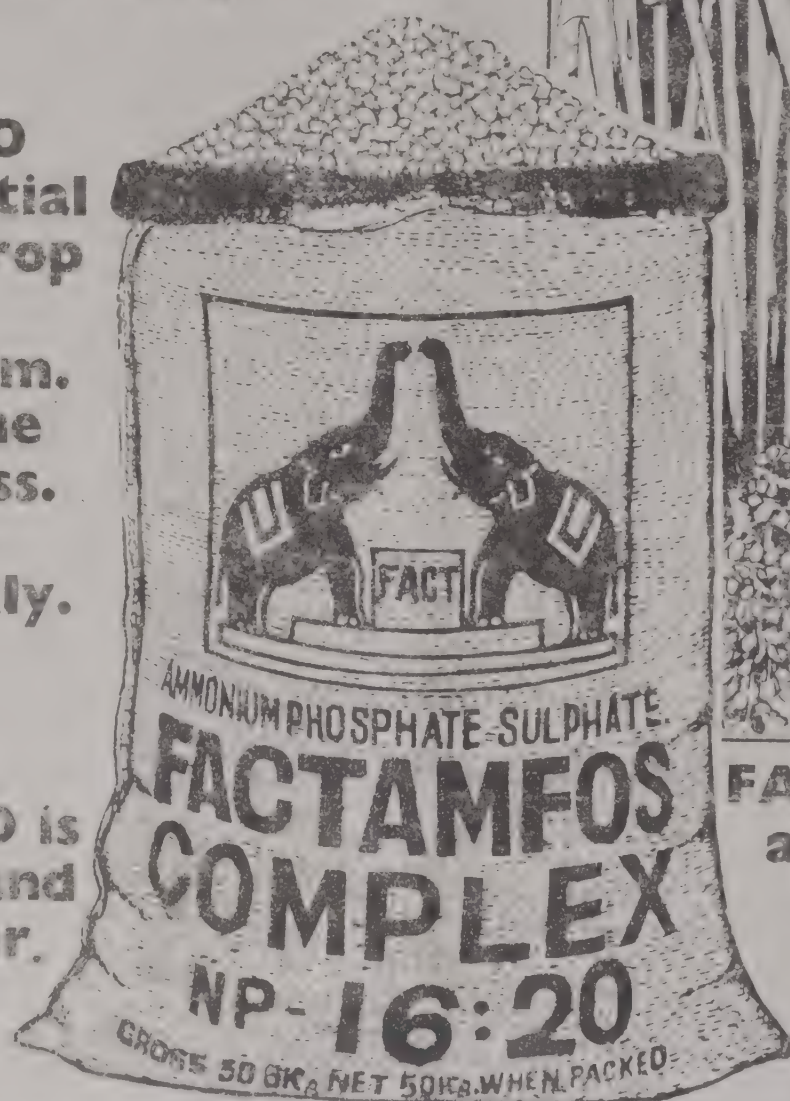
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for sale in the growing number of supermarkets, differ from those for bulk cardamom. Packed goods are normally imported by appointed agents who sell directly to the supermarkets and to wholesalers for distribution to smaller retail outlets. Thus, for pre-packed cardamom the import channels should be through different channels to those for bulk cardamom.

## TARIFFS & REGULATIONS

There is no duty on importation of cardamom to Saudi Arabia, as it is regarded as a foodstuff. Similarly, there are no regulations or non-tariff barriers to its importation. Prepacked cardamom must conform to the packaged foods labelling regulations, which require that each pack contains the following information in Arabic:-

1. Ingredients
2. Name of Manufacturer
3. Packing and expiry dates
4. Net weight and gross weight
5. Name of local Agent (if any)

## PROMOTION

No promotion of cardamom has been undertaken in Saudi Arabia.

## DEMAND ASSESSMENT

Demand for cardamom in Saudi Arabia is buoyant. Some trade sources suggest that consumption has increased three-fold in recent years, as a result of the vastly increased spending power available throughout the indigenous consumer population. Between 1974 and 1975 imports

from all sources rose by 78.8 per cent. In the first half of 1976, imports were 48 per cent of the total 1975 level. So a further major increase in volume can be anticipated since imports tend to be higher in the second half of the calendar year when new crop supplies become available. Trade estimates of consumption in 1977 confirm the upward trend.

The increasing consumption trend in volume is enhanced in value terms by the distinct movement of demand towards higher quality cardamom. Increased wealth enables the consumer in Saudi Arabia to purchase the best AGEB and AGB grades. If sufficient quantities of these grades and the equivalent qualities of Guatemalan cardamom became available, it is possible to envisage Saudi Arabia as a market only for the highest qualities of cardamom.

Price is not a major barrier to increased consumption. Already the capacity of the market to absorb a sharp upward price trend has been seen. In late 1977, however, the internal market price in Saudi Arabia has remained below the going market rate due to heavy buying by Kuwait traders at the lower prices prevailing in September-October 1977. When these stocks are exhausted and the price cushion which they created has been removed, the importing trade in the Saudi market expect to pay substantially higher prices, without any significant effect on demand. Fluctuations in price rather than the current high prices may be the major problem, causing some interruption of supplies to those parts of the market served from Kuwait.

Any forecast of demand for cardamom must, consequently, be optimistic. While the demand explosion seen in recent years cannot be expected to continue, a steady upward growth in consumption and consequent demand should be expected. A conservative forecast would be a 5 per cent growth in total imports. The main restraining factor will probably be the non-availability of cardamom of the appropriate quality for the market.

## PROPOSED STRATEGIES

To maximise the benefits that can accrue to Indian cardamom producers, action is required on four fronts.

First, a major technical research and development programme is required to improve the proportion of high grade cardamom available for the Saudi market.

Second, improved communication must be developed between Indian exporters and Saudi importers.

Third, a programme of point-of-sale promotion must be established to create and build loyalty to Indian cardamom among consumers and retailers.

Fourth, strict supervision of quality control must be developed.

In anticipation of a significantly increased volume of high quality cardamom becoming available over a period of years rather than immediately, systems to regulate supplies may be necessary to ensure that existing supplies of the top grades are marketed throughout the year in Saudi



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Arabia. At present, quality cardamom is only available during the peak harvest season, which enables Kuwait traders to speculate in the market to the detriment of both exporters in India and consumers in Saudi Arabia, where the trade buy only for immediate consumption and do not hold buffer stocks.

ment of both exporters in India and consumers in Saudi Arabia, where the trade buy only for immediate consumption and do not hold buffer stocks.

## ANNEX

### PRINCIPAL IMPORTERS OF CARDAMOM - SAUDI ARABIA

Al-Jahashan Trading Est.,  
Jeddah-Gabil Street,  
Al-Jahashan Bldg.,  
1st Floor, Flat No. 6,  
P. O. Box 612,  
Jeddah.

United Arab Agencies,  
Al-Maghrabi Bldg.,  
Apartment No. 101,  
P. O. Box No. 1045,  
Jeddah.

Saleh Binmahfooz Est.,  
P. O. Box 1059,  
Jeddah.

Bakur International Corp.,  
Flat No. 9, Balahmar Bldg.,  
Near High Court,  
P. O. Box 5610,  
Jeddah.

Al-Mira Est. for Trade & Import,  
Almira Bldg.,  
Masif St., P. O. Box 2383,  
Jeddah.

A. Mohamed Saleh Baeshen & Co  
P. O. Box 18,  
Jeddah.

Abdullah Ibrahim Mira,  
P. O. Box 1042,  
Jeddah.

Abdul Aziz Abdullah Al Jumaih,  
P. O. Box 467,  
Jeddah.

Abdul Ghani Mohammed  
Noor Wahi,  
P. O. Box 29,  
Jeddah.

Atiyah Abdullah & Bros.,  
P. O. Box 416,  
Jeddah.

Ahmed bin Ali-Ba Jabir,  
P. O. Box 783,  
Jeddah.

Mohammed Ali Jamman & Co.,  
P. O. Box 915,  
Jeddah.

Othman Abdul Aziz Sagar,  
P. O. Box 1528,  
Jeddah.

## Saudi Arabia - Information at a glance

Area:  
927000 Sq Miles

Population,  
7740000 (1976)

Capital:  
Riyadh

Important cities:  
Jeddah, Medina, Taif,  
Dhahran

Official language:  
Arabic

Major religion:  
Islam

Major harbours:  
Jeddah, Damman

Indian Shipping lines  
Connecting Saudi Arabia }  
1. Scindia Steamship Co:  
Ltd,  
2. Shipping Corp. of  
India  
3. Moghul Lines

Currency/Rate of Exchange:  
SR.1 Rs. 2.03  
SR.1 Vs.\$ 0.28

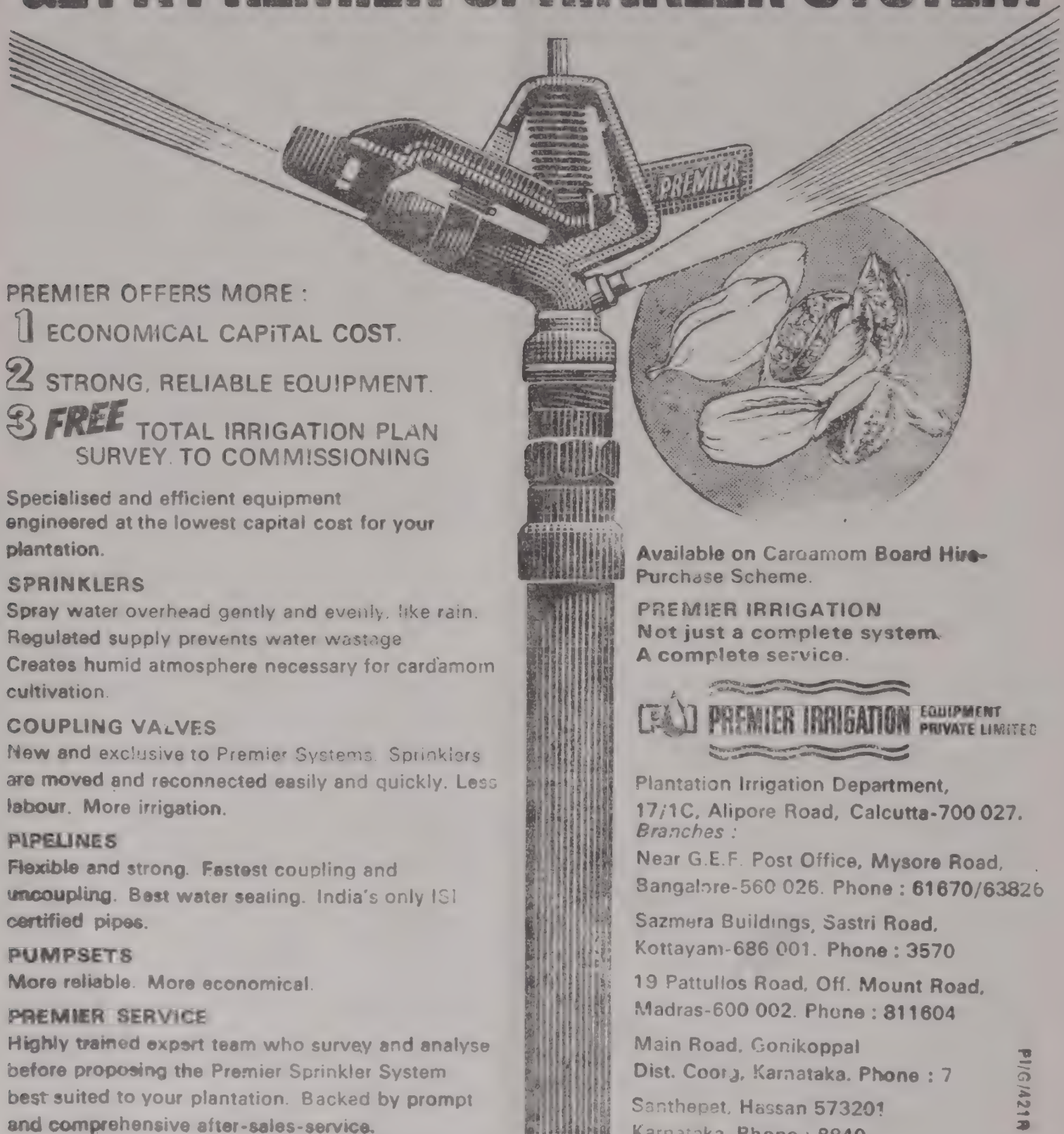
Trade representative of  
S. A. in India }  
Empassy of S. A.  
6, Tilak Marg  
New Delhi-110001

Trade representative of  
India in S. A. }  
Empassy of India  
Ibrahim Masood Bldg.  
Medina Rd. Badhadia  
P. B. 952, Jeddah. S. A.

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
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19 Pattullos Road, Off. Mount Road,  
Madras-600 002. Phone : 811604

Main Road, Gonikoppal  
Dist. Coorg, Karnataka. Phone : 7

Santhepet, Hassan 573201  
Karnataka. Phone : 8840



continued from page 11)  
can be removed by the time the permanent shade trees come up to give sufficient shade for cardamom. The debris from the cleared under growth and tree branches can be heaped in rows along the contour to prevent erosion of top fertile soil.

Certain perennial grass weeds commonly found in forests may be uprooted thoroughly before planting is taken up. This could be removed either by using weedicides or by digging.

Soil conservation programme is an integral part of the land preparation as the crop is grown mostly on hill slopes. Basins or terraces in contour, according to the physical nature of the soil and topography of the land, can be formed using stones or wooden logs available in the field. Drainage channels have to be formed at the top and lower levels to divert rain water which generally causes soil erosion in cardamom plantations. Opening renovation pits of convenient sizes at regular intervals can also, to a great extent, reduce the loss due to soil erosion during heavy rains.

In low-lying marshy areas where planting is to be taken up, it may be necessary to form deep drainage channels to prevent stagnation of water.

The optimum plant population per acre for different conditions and varieties has not been investigated fully. But, in practice a spacing varying from 2M X 2M to 3M X 3M is adopted depending on shade, fertility status of the soil and variety used. Planting is taken up in specially prepared pits, filled up by a mixture of top forest soil and compost or well

rotten cattle manure. The planting pits should be not less than 0.75M wide and 0.3M deep. Although these dimensions are the standard recommendation, there could be more advantage to the general growth and productivity when wider pits are taken, as the crop is a shallow rooted one. Good results have been obtained by opening the pits and leaving them to weather for sometime. It is therefore, advisable to form pits at least two months prior to planting and keep them open for weathering and cracking of the sub-soil adjoining the face of the pits. The planting pits should then be filled with the top forest soil mixed with compost and a small mound formed to allow sinkage of soil during rainy season. Application of compost or decomposed cattle manure will enable the plants to attain a good growth in the initial stage. The work of filling up pits should be completed about a fortnight prior to planting.

#### PLANTING

The timing of transplanting is of decisive importance owing to the uncertainty of the rains in many of the cardamom growing tracts during the planting season. In the South - West monsoon areas, planting is taken up during the months of June and July and in the North-East monsoon areas during the months of October and November. Planting can be commenced when the soil is moist to the planting depth, but it should not be too wet. Planting should be stopped before heavy showers and can be resumed when the soil is no longer sticky. Cloudy days with light drizzling would be ideal for planting. Cardamom planting requires certain amount

of skill and care for the better establishment of seedlings. Seedlings are planted in the moist soil just deep enough to cover the rhizomes. Deep planting is harmful as the growth of new shoots will be retarded and the plants may ultimately die due to decaying of the rhizomes. The general practice is to scoop a small depression in the filled-in soil and the seedlings are placed centrally in the depression. Soil is then replaced taking care that the roots are not disturbed, and well pressed in and around the base of the clumps. A light root pruning is desirable, but this should be restricted to longer roots, say 0.3 metre or more. Immediately after planting, the seedlings should be supported by stakes in order to prevent them from being broken or blown over by wind and then the base mulched with dry leaves. In the case of rhizome planting, the planting material can be kept in the pits or in a slanting position and the rhizomes covered as in the case of seedlings.

#### AFTER CARE

After the seedlings are planted in the field, it is very essential to provide them with necessary care and attention in order to reduce the ill-effects of shock undergone during transplanting. In spite of necessary precautions, there are times when seedlings have become very weak from the shock of transplanting.

In such cases, the plants become susceptible to certain fungal diseases during heavy rains that follow. It is therefore advisable to spray the entire seedlings with 1% Bordeaux mixture or other suitable proprietary fungicides as



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a prophylactic measure, about a fortnight after planting. The planted area should be inspected periodically and vacancies, if any, should be filled up immediately if the climate is favourable.

The young plantation should be kept on regular schedule of field operations consisting of weeding, mulching, light digging/forking, shade regulation, manuring and plant protection operations.

Two or three rounds of weeding are essential in the first year to remove the regenerating under growth and thereby to save the young plants from choking and root competition. The pulled out weeds can be advantageously used for mulching the base of the young plants. The benefits derived from mulching have been proved beyond doubt in recent years in areas where rainfall is poor and soil temperature fluctuates considerably. Mulching not only conserves moisture and improves the soil texture but also covers the soil keeping the soil temperature more even. It also inhibits weed growth to a great extent. Light forking or digging in young plantation has given excellent results. This has been found quite beneficial for conserving soil moisture and for the quick development of roots and shoots. Forking or digging should be done towards the close of the North-East monsoon when there is sufficient moisture in the soil. After an year or two, the shade may grow dense and hence there should be regular shade management once in an year preferably in the month of May. The lower

branches of the trees may be cut in such a way as to allow the sunlight to filter through the canopy of the trees.

The response of cardamom to manuring varies from locality to locality according to the variations in soil composition, fertility status, shade pattern, etc. Hence, the doses of nutrients have to be adjusted according to actual requirements based on the results of soil analysis. The fertilisers are to be applied to the soil in two equal doses, in May-June and in September-October, depending on soil moisture. It can be applied as a broad band about 0.3M to 0.5M ft. away from the base around the top half of the clump in half circle in the case of plants on slopes and full circles in level areas.

Although the mature plants in the field are subject to many pests and diseases they do not cause any serious problem in young plantations. The stem borers which generally attack the shoots of young plants could be effectively controlled by spraying one of the insecticides in the chlorinated hydro carbon group. Regular spraying of Boredeaux mixture 1% takes care of all possible incidence of fungal diseases.

Young plantations which are maintained properly by the adoption of various field operations in a systematic manner would definitely give a better start to the plants. Such plantations would definitely give better yields when the plants start bearing. □

(Continued from Page 9)  
of the various activities of the Board for the common goodness of all the spices covered by the Board.

## CONCLUSIONS:

Comparing the relative merits of the Spices Board on the one hand and individual Boards for each of the spices, the advantages of the spices Board would far outweigh the advantages of individual Boards for each important item of Indian spices. Formation of Commodity Boards has been an already accepted solution for many a problem facing the growers of cultivated crops. The remarkable progress made by the Boards for Rubber and Cardamom in the State of Kerala bears ample testimony for the claims of the growers of other primary produce to have a Commodity Board for their produce. Instead of putting each spices into water tight compartments, the formation of the Spices Board with the Cardamom Board as the nucleus will be more beneficial to growers and traders (including exporters) alike. Needless to say the difference between putting a bougie with a train and making a train to accommodate the bougie, however big it might be. □

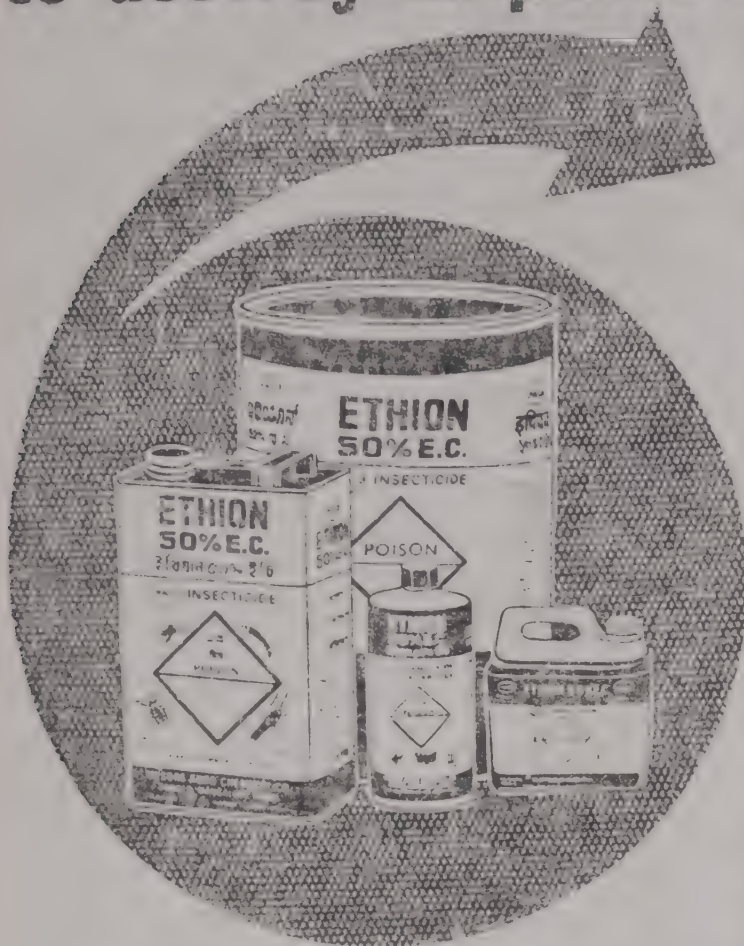
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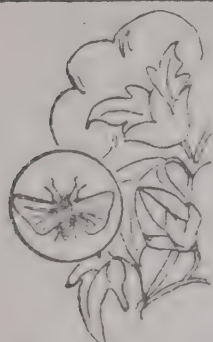
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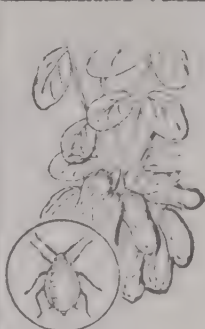
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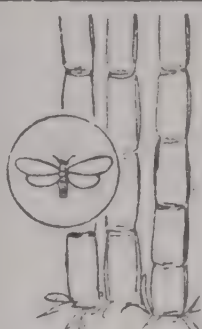
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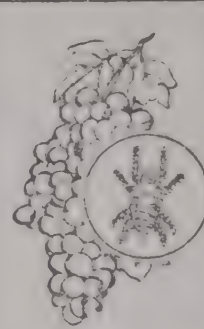
**Groundnut**  
Cut Worms,  
Aphids, Scales,  
etc.



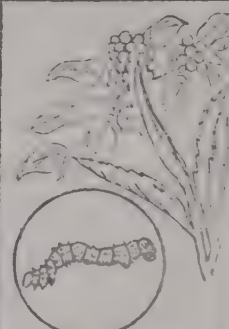
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Variety	Price During December'78		Price During January'79		Price during February'79	
	S\$ per picul	Rs/kg.	S\$ per picul	Rs/kg.	S\$ per picul	Rs/kg.
Cardamoms, green-Sri Lanka	—	—	—	—	2650.00	157.30
Cardamoms, Small - Srilanka	—	—	2650.00	157.30	—	—
Cardamoms, Green-India	2725.00	161.75	2525.00	149.88	2425.00	143.95
Cardamoms, Small-India	2500.00	148.40	2400.00	142.46	—	—
Cardamoms, White 'AB' India	2750.00	163.24	2600.00	154.34	2325.00	138.01
Cardamoms, Wild-Indonesia	500.00	29.68	500.00	29.68	500.00	29.68
Cardamoms, Wild-Nepal	500.00	29.68	500.00	29.68	500.00	29.68

Source : High Commission of India, Singapore

Note : One picul = 60.479 Kg.

1 S\$ = Rs. 3.59

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# SALES AND PRICES AT

JANUARY 1979

JANUARY 1978

Centre	Date	Sales (kgs.)	Rate Maximum	Rs. / kg.		Date	Sales (kgs.)	Rate Maximum	Rs. / kg.	
				Mini- mum	Average				Mini- mum	Average
Vandanmettu	2-1-79	33895	216.00	22.10	176.34	3-1-78	8811	207.30	35.90	161.67
	6-1-79	57395	226.00	41.00	176.25	7-1-78	24727	216.00	60.00	157.83
	10-1-79	31649	228.80	94.50	166.36	10-1-78	14851	211.00	77.90	150.63
	13-1-79	49925	230.00	25.00	169.68	17-1-78	5879	178.00	70.00	141.37
	17-1-79	14075	222.10	120.00	181.49	21-1-78	16030	180.10	83.10	139.68
	20-1-79	36863	236.40	80.00	186.86	31-1-78	8518	158.90	45.90	130.63
	24-1-74	23001	235.00	81.00	180.38	—	—	—	—	—
	31-1-79	11627	225.10	60.00	173.16	—	—	—	—	—
Udumbanchola	5-1-79	3243	180.00	108.90	161.67	6-1-78	2538	168.00	82.00	144.68
	12-1-79	1369	184.90	37.00	144.68	13-1-78	1698	170.10	90.20	135.63
	12-1-79	396	157.30	138.90	152.63	13-1-78	2265	155.10	43.10	145.63
	19-1-79	1734	163.30	61.60	141.37	20-1-78	1034	147.00	82.00	131.67
	—	—	—	—	—	27-1-78	493	145.30	71.20	129.68
	—	—	—	—	—	—	—	—	—	—
Santhanpara	1-1-70	4822	190.10	15.00	163.18	2-1-78	924	168.00	5.00	129.68
	4-1-79	9461	213.10	20.90	157.83	5-1-78	1361	168.00	76.50	138.63
	8-1-79	4835	193.60	10.00	143.22	9-1-78	1151	163.70	89.90	136.63
	11-1-79	7483	196.90	30.00	153.92	12-1-78	863	160.00	40.00	129.68
	15-1-79	1011	190.00	62.00	145.38	16-1-78	1003	160.00	40.60	128.63
	18-1-79	3998	206.20	29.00	154.85	19-1-78	2477	149.00	55.00	115.63
	22-1-79	1668	183.30	13.10	149.36	25-1-78	1273	149.00	54.00	125.63
	25-1-79	12578	204.30	17.10	163.47	26-1-78	611	145.00	50.10	115.63
	26-1-79	3272	194.00	11.00	136.10	30-1-78	1139	137.90	40.00	114.63
	—	—	—	—	—	—	—	—	—	—
Kallar	17-1-79	6635	186.10	15.00	134.70	—	—	—	—	—
Cochin	—	—	—	—	—	9-1-78	2149	185.90	80.10	136.63
	—	—	—	—	—	23-1-78	278	145.20	128.00	136.63
Parathodu	4-1-79	3933	187.30	73.20	168.49	—	—	—	—	—
	9-1-79	2214	188.10	62.10	163.32	—	—	—	—	—
	23-1-79	4609	203.10	41.10	170.33	—	—	—	—	—
	30-1-79	3252	197.00	74.00	170.28	—	—	—	—	—
Pattiveeranpatty	7-1-79	4078	203.90	135.00	144.07	6-1-78	3975	189.00	30.00	136.90
	14-1-79	3829	206.10	86.00	138.76	11-1-78	2376	177.00	67.00	124.00
	21-1-79	2654	160.09	70.50	129.60	20-1-78	2640	165.00	55.00	117.20
	28-1-79	4545	198.00	110.00	138.50	29-1-78	3704	148.50	46.00	108.80



# CARDAMOM AUCTIONS

JANUARY 1979

JANUARY 1978

Centre	Date	Sales (kgs.)	Rate Rs. / kg.			Date	Sales (kgs.)	Rate Rs. / kg.		
			Maxi- mum	Mini- mum	Average			Maxi- mum	Mini- mum	Average
Bodinayakanur	5-1-79	500	170.40	36.00	140.28	—	—	—	—	—
	12-1-79	203	170.40	40.20	136.82	—	—	—	—	—
	19-1-79	555	175.00	39.10	108.78	—	—	—	—	—
	26-1-79	1277	183.60	38.30	128.94	—	—	—	—	—
Mercara	5-1-79	1129	166.50	130.00	143.00	—	—	—	—	—
Mangalore	3-1-79	6551	166.50	120.00	142.50	16-1-78	378	141.00	57.00	120.00
	17-1-79	7731	175.50	120.00	147.00	—	—	—	—	—
	22-1-79	365	155.00	80.00	137.00	—	—	—	—	—
	31-1-79	2674	155.00	125.00	136.50	—	—	—	—	—
Sirsi	3-1-79	94	130.66	45.26	121.80	11-1-78	333	118.66	42.66	106.63
	24-3-79	155	133.59	66.65	124.38	18-1-78	185	107.58	58.72	103.64
Mudigere	15-1-79	2025	165.00	105.00	123.25	—	—	—	—	—
	29-1-79	1703	160.00	104.00	122.62	—	—	—	—	—
Saklespur	2-1-79	6499	206.20	79.00	132.00	3-1-78	5444	155.00	77.00	120.43
	3-1-79	2181	174.10	75.10	118.56	3-1-78	1193	159.80	105.00	110.10
	4-1-79	6771	174.00	75.00	125.21	4-1-78	1657	149.90	63.00	110.82
	5-1-79	3354	174.00	72.00	121.73	4-1-78	2072	149.10	84.10	110.83
	6-1-79	3120	170.10	80.00	128.51	5-1-78	4996	155.00	85.00	120.39
	9-1-79	11162	189.20	75.00	130.69	10-1-78	1580	161.10	109.10	117.01
	10-1-79	3350	1850.10	77.90	124.95	10-1-78	7184	165.00	80.00	117.73
	11-1-79	7625	176.30	80.00	125.81	11-1-78	1429	165.00	82.00	119.09
	12-1-79	2803	177.10	73.10	123.31	12-1-78	3774	150.00	80.00	118.12
	17-1-79	1978	168.10	65.70	118.70	14-1-78	1321	168.00	104.00	117.43
	18-1-79	6890	168.80	75.00	126.13	17-1-78	1235	147.00	70.00	109.35
	20-1-79	2609	168.20	80.50	128.99	18-1-78	1615	136.00	81.00	108.68
	23-1-79	11002	168.10	77.10	133.46	18-1-78	566	159.00	80.00	96.21
	24-1-79	2111	161.00	51.00	121.30	19-1-78	4618	155.00	84.00	110.76
	25-1-79	1571	153.00	105.50	129.66	25-1-78	698	120.00	99.00	103.67
	26-1-79	2464	171.10	76.60	121.03	25-1-78	380	154.10	78.00	107.61
	31-1-79	1753	164.70	74.10	115.70	26-1-78	2699	154.00	80.00	108.63
	—	—	—	—	—	26-1-78	310	139.00	107.00	116.08
	—	—	—	—	—	31-1-78	5192	150.00	76.10	107.87



# SALES AND PRICES AT

FEBRUARY 1979

FEBRUARY 1978

Centre	Date	Sales (kgs.)	Rate Rs./kg.			Date	Sales (kgs.)	Rate Rs/kg		
			Maxi- mum	Mini- mum	Average			Maxi- mum	Mini- mum	Average
Vandanmettu	3-2-79	30621	210.90	30.00	167.30	4-2-78	28846	167.60	49.90	133.00
	7-2-79	6229	195.10	106.10	159.23	—	—	—	—	—
	10-2-79	19120	216.00	88.00	169.82	—	—	—	—	—
	14-2-79	5846	190.00	91.90	149.16	—	—	—	—	—
	17-2-79	21970	212.40	43.00	150.16	—	—	—	—	—
	21-2-79	11275	214.00	72.10	147.81	—	—	—	—	—
	28-2-76	8129	171.60	60.00	139.21	—	—	—	—	—
Udumbanchola	2-2-79	2760	187.50	50.10	152.45	3-2-78	2763	140.00	75.10	121.00
Santhanpara	1-2-79	5231	200.00	26.50	152.66	2-2-78	1421	135.60	67.10	110.00
	5-2-79	2611	178.90	15.10	142.87	6-2-78	2215	142.20	56.20	110.00
	8-2-79	2676	202.00	30.50	141.30	9-2-78	472	134.00	66.10	113.00
	12-2-79	1635	180.00	11.30	128.97	13-2-78	1750	143.80	45.00	117.00
	15-2-79	2546	180.00	36.10	133.55	16-2-78	1024	136.50	62.90	115.00
	19-2-79	1086	153.70	18.60	122.85	20-2-78	733	132.00	32.00	106.00
	22-2-79	1682	174.00	41.00	126.69	23-2-78	1163	136.50	48.00	103.00
	26-2-79	1762	155.10	8.00	119.82	—	—	—	—	—
	—	—	—	—	—	—	—	—	—	—
Kallar	—	—	—	—	—	18-2-78	5694	142.90	53.20	105.40
Cochin	2-2-79	1010	199.90	131.00	179.28	6-2-78	1162	150.00	90.10	108.70
	16-2-79	1386	177.00	91.00	134.21	20-2-78	834	182.70	87.10	121.20
Parathodu	6-2-79	1597	186.00	82.10	163.00	—	—	—	—	—
Pattiveeranpatty	4-2-79	2796	181.90	35.00	140.23	5-2-78	2889	137.90	48.00	112.20
	11-2-79	3353	166.00	88.00	130.25	12-2-78	3337	150.50	90.00	109.90
	18-2-79	5051	198.00	120.00	127.50	19-2-78	4568	158.90	60.50	116.10
	25-2-79	4636	192.00	40.60	132.43	26-2-78	2591	138.50	64.50	99.20
Bodinayakanur	2-2-79	645	160.50	7.20	113.48	—	—	—	—	—
	9-2-79	683	160.10	8.00	102.85	—	—	—	—	—
	16-2-79	661	147.00	49.90	111.38	—	—	—	—	—
	23-2-79	1000	150.00	7.90	91.20	—	—	—	—	—
Mercara	—	—	—	—	—	10-2-78	405	135.00	85.00	115.00
	—	—	—	—	—	17-2-78	285	141.00	80.00	115.00
Mangalore	15-2-79	17	130.00	50.00	124.42	20-2-78	70	115.00	60.00	107.99
	21-2-79	1543	141.00	115.00	125.00	27-2-78	111	115.00	115.00	115.00



# CARDAMOM AUCTIONS

FEBRUARY 1979

FEBRUARY 1978

Centre	Date	Sales (kgs.)	Rate Maxi- mum	Rs./kg. Mini- mum	Average	Date	Sales (kgs.)	Rate Maxi- mum	Rs./kg. Mini- mum	Average
Sirsi	—	—	—	—	—	—	—	—	—	—
Mudigere	12-2-79	878	154.30	70.10	109.50	—	—	—	—	—
	26-2-79	1566	153.40	70.10	107.75	—	—	—	—	—
Saklespur	1-2-79	9276	165.00	80.00	130.31	1-2-78	548	146.50	74.10	110.90
	2-2-79	1678	160.00	74.10	120.14	1-2-78	578	152.00	71.10	116.89
	6-2-79	9869	170.00	71.00	121.55	4-2-78	721	143.80	70.00	103.85
	7-2-79	939	160.00	76.00	114.30	8-2-78	1208	140.00	79.00	109.50
	14-2-79	921	156.60	66.10	112.20	8-2-78	597	143.90	90.50	114.77
	15-2-79	7051	170.00	80.10	124.11	9-2-78	4698	145.00	79.00	110.24
	16-2-79	998	172.00	75.30	118.01	14-2-78	6424	150.00	50.00	103.93
	20-2-79	11718	195.00	80.10	123.44	15-2-78	132	120.00	73.90	111.64
	21-2-79	1433	166.00	20.00	118.20	15-2-78	1280	140.00	95.00	105.90
	23-2-79	2105	167.00	76.00	120.57	27-1-78	618	140.00	97.50	113.35
	24-2-79	2645	165.00	81.00	119.80	28-2-78	5382	155.50	60.00	110.35
						28-2-78	950	138.40	99.00	106.12

## Protect your cardamom from these pests

Aphids



Thrips

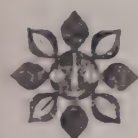


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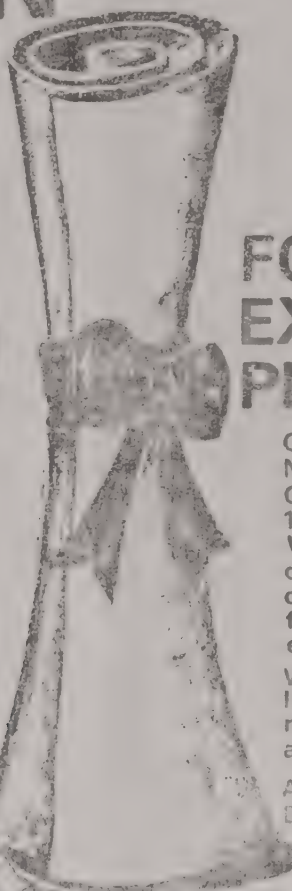


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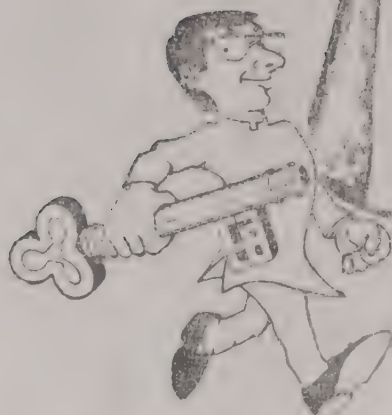
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# NEWS AND NOTES

## Board participates in Six Exhibitions during March-April 1979

The Board participated in six Agricultural Exhibitions / International Fairs during March-April 1979. These include two major International Fairs at Japan and Libya. The internal exhibitions were held at Munnar, Koppa and Cochin.

### FOODEX FAIR, JAPAN:

The International Food Exhibition (Hoteres & Foodex Fair, Japan 1979) was held in Tokyo at the Tokyo International Trade Centre, Harumi during March 12-16, 1979 under the auspices of the Japan Management Association. Apart from India, the Fair drew the attention of the European countries and U. S. A.

From India, Cardamom Board, Tea Board, Marine Products Export Development Authority and Cashew Export Promotion Council participated in the Exhibition. The participation of Coffee Board, Spices Export Promotion Council and Processed Food Export Promotion Council were co-ordinated by Cardamom Board. At the Board's stall, cardamom and cardamom flavoured products like Nutrine chocolates, True biscuits etc. were freely distributed to the visitors.

Shri Avtar Singh, India's Ambassador to Japan was one among

the distinguished visitors to the Board's Stall

Shri C. P. Saleem, Editor represented the Board at the Fair and attended to enquiries of the visitors.

### INTERNATIONAL FAIR, TRIPOLI:

The Indian participation in the International Fair at Tripoli, Libya from 1st to 20th March 1979

was co-ordinated by the Trade Fair Authority of India. Apart from Cardamom Board about 40 Indian organisations participated in this Fair. Besides distributing cardamom flavoured food products, arrangements were also made to serve "Gahwa" (Arab Coffee) to the visitors.

### INTERNATIONAL CASHEW SYMPOSIUM EXHIBITION, COCHIN:

A week-long exhibition was conducted at the Pelagic Fisheries Project premises from 12th to



Shri A. L. Jacob Minister for Agriculture, Kerala State, seen at the Board's pavilion in the International Cashew Symposium Exhibition held at Cochin from 12th to 18th March 1979. Shri K. G. Nayar, secretary, Cardamom Board is seen to his right.





## **CYTHON**

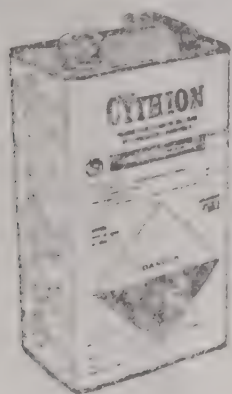
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18th March 1979 in connection with the International Cashew Symposium 1979 jointly organised by Indian Council of Agricultural Research, International Society for Horticultural Sciences and Indian Society for Plantation Crops.

Board's participation in this exhibition was mainly consumer oriented. With a view to popularising the end-uses of cardamom, various cardamom flavoured products were displayed at the pavilion.

S/Shri P. K. Vasudevan Nair, Chief Minister of Kerala; A. L. Jacob, Minister for Agriculture Kerala, Dr. M. S. Swaminathan, Director General, ICAR and a number of distinguished delegates at the Symposium visited the Board's pavilion, over and above the public of Cochin.

#### AGRI-HORTICULTURAL EXHIBITION, MUNNAR:

The Agri - Horticultural Exhibition at the Tata Finlay Grounds, Munnar was organised by the Idukki Agri-Horticultural Society in connection with the First Flower Show during 16 - 19th March 1979. The Board's pavilion attracted a large number of planters, labourers and traders. About 300 Muthuvans from Chinnakkana and Mankulam areas also visited the Board's pavilion which gave them a deep insight into the modern cultivation methods, pest and disease control etc.

Smt. Jyothi Venkatachellum, Governor of Kerala visited the pavilion on the concluding day along with Shri. K. M. Chandra sekhar, District Collector, Idukki.

#### AGINEX-1979, COCHIN:

Board's pavilion at the All India Agricultural, Industrial, Scientific and Cultural Exhibition (AGINEX-1979) sponsored by the Rotary Club, Cochin was appreciated by the press and the public equally well. The outside view of the pavilion was modelled on the Jaipur Palace. The slide projection depicting the modern methods of cultivation, the life size model plant, the chart depicting 1978-79 as the coronation year for cardamom etc. were certain items that attracted the visitors. Cardamom flavoured food products were distributed at this exhibition also which lasted for about two months (11th March - 22nd April). Good quality cardamom was also sold in consumer packets on a no-profit no-loss basis.

#### EXHIBITION AT KOPPA:

The Board's stall at the Agricultural Exhibition, Koppa, bagged the first prize. This exhibition was organised on 26th January 1979 by the Lions Club, Koppa, in connection with an agricultural seminar sponsored by them.

#### Rebate on Shipments From Cochin

It is reported that the West Asia (Gulf) Conference has agreed to grant the contract shippers 10% deferred rebate over tariff rates on shipments from Cochin to West Asian Gulf countries. So far this concession was available only to shipments from Bombay. The question of removal of additional charge of \$2.5 per ton additional freight from Cochin is also being taken up by the Conference.

## Registration of Cardamom Plantations in Karnataka

The Government of Karnataka have extended the time limit for the registration of cardamom Plantations in Karnataka State up to 31st March 1980. The Government of Karnataka have also categorically stated that this would be the last extension and that under no circumstances the Government would further extend the time limit beyond 31st March 1980.

## Board Relaxes Hire Purchase Terms

Cardamom Board has liberalised the terms and conditions of its hire purchase scheme for supplying specialised agricultural equipments. As per the revised conditions the earnest money deposit for such equipments as sprinkler irrigation units, electric driers etc. will be only 10% of the cost of the equipment instead of 20%. Additional security in the form of Bank Guarantee or landed properties has also been reduced from 100% to 50% of the cost of the machinery.

## Dr. P. C. Alexander

Dr. P. C. Alexander, former secretary, Ministry of Commerce Civil Supplies and Co-operation, Govt. of India has been appointed as Director in the International Trade Centre, Geneva (UNCTAD/GATT).

Prior to this appointment Dr. Alexander was serving ITC as its Chief Adviser.



# Cardamom Statistics 1977-78

The Board has recently brought out the latest edition of "Cardamom Statistics". It covers statistical data for a period of over 15 years amply illustrated with charts and diagrams. Here are the excerpts from the comments on the publication received from some of our learned readers:

".....A very valuable compilation giving the statistics on all aspects of cardamom production, marketing and utilisation ....."*Dr. M. S. Swaminathan, Secretary, Ministry of Agriculture & Irrigation, Govt. of India.*

"..... the publication is indeed a mine of information ....."*C. P. Nair, Secretary to Government of Kerala.*

".....impressed at the vast amount of information you have been able to bring together....."*K. N. Syamasundaran Nair, (Chief (Agricultural), Kerala State Planning Board.*

".....a valuable addition to the available literature on cardamom particularly with regard to its statistical elements....."*V.I. Chacko, Secretary & Adviser, UPASI.*

".....an authentic record of the growth and development of the cardamom industry in India. ....This is bound to serve as a good companion to anybody seeking to know the development and trends in the trade....."*U. Mahabala Rao, Chairman, Cochin Port Trust.*

".....The book has come out elegantly, especially the

statistical charts....."*S. Chakravarthy, Chairman, Tobacco Board.*

"..... a very useful publication covering the statistical depicting the growth of the industry during the last 15 years ....."*Dr. P. K. Narayanaswami, Chairman & Managing Director, FACT.*

".....the revised edition is remarkable improvement and diagrams have made it all more interesting....."*S. Baskar, Cardamom Planter*

Copies of Cardamom Statistics 1977-78 are available at Board's headquarters on payment of Rs. 15/- by D. D./P. O./M. drawn in favour of the Secretary Cardamom Board, Cochin-6820

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## Board donates Rolling Trophy for Flower Show

The Board has donated a rolling trophy to the Idukki District Agri-Horticultural Society to be awarded as individual championship to the best individual flower show at the Society's annual flowershow.

This year's flower show was held on 18th February at the Ropeway Station, Munnar. The individual Trophy donated by the Board went to Smt. Nirmalamoorthy, Munnar.

## Board Launches Azhukal Campaign

In order to enlighten the cardamom growers of the detrimental effect of Azhukal disease on the plantations and to educate them on the proper control measures, the Board is launching a massive Azhukal campaign commencing from the first week of May. Group discussions and spraying demonstrations are being arranged throughout the cardamom growing areas during the campaign period. Growers desirous of getting detailed information on Azhukal disease and its control may please contact the nearest Field Office of the Board.

### ERRATUM

Shri C. V. Paul, Proprietor, Waterfall Estate, Kallar who was interviewed in "Cardamom" (November-December 1978) has informed us that the total area of his estate is 21 acres and that the yield which was 350 kgs. before the installation of sprinkler irrigation unit has now doubled to 700 kgs. Hence the details given in the interview with regard to the above may be read accordingly.

### STATEMENT ABOUT OWNERSHIP AND OTHER PARTICULARS ABOUT NEWSPAPER

"CARDAMOM"

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I, K. G. NAYAR, hereby declare that the particulars given above are true to the best of my Knowledge and belief.

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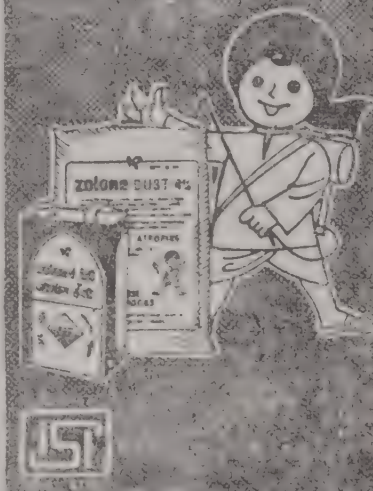
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# Production and Exports

Cardamom has registered creditable performance in all spheres of production, export, export earnings and unit value realisation, during 1978-79 breaking the previous record performance and is heading for still newer heights. Production during the year is estimated at 4000 M. T. as against 3900 M. T. during 1977-78. Export has gone up to the level of 2900 M.T. and export earnings to Rs. 60 crores. Export earnings during 1977-78 was Rs. 48.44 crores from 2763 M. T. The unit export price also went upto Rs. 205/- per kg. during 1978-79 from Rs. 175/- per kg. during last year.

Thus the export earnings registered a quantum jump from Rs.14 crores during 1976-77 to Rs. 48 crores during 1977-78 and again leaped to Rs. 60 crores during 1978-79. About 10 years back i.e. at the time of inception of the Cardamom Board the annual export earnings from cardamom was hardly about Rs. 7 crores. At that time production ranged between 2100-2400 M. T., quantity exported was of the order of 1300-1400 M. T. with a unit price realisation of around Rs. 50/- per kg. Subsequently the years 1970-71 and 1971-72 with favourable climatic conditions registered a leap forward in production to the tune of 3200-3800 M. T. The volume of exports also went up to the order of 1700-2150 M. T. Then the export earnings

remained at hardly around Rs. 10 crores on account of a fall in price to the level of Rs. 37/- per kg. Contrary to the normal economic theory, 1977-78 and 1978-79 witnessed very high prices inspite of a higher supply of about 4000 M. T. per annum. For the first time in the history of spices exports, cardamom, the "Queen of Spices" has surpassed Pepper, the 'King of Spices' in export earnings.

## PRODUCTION

Now we have practically come to the end of the current crop season with the completion of the final round of harvest in all plantation areas. The final estimate of production of cardamom remained at the same level of 4000 M. T. as estimated at the very beginning of the season based on field estimates. The State-wise break-up of production is as follows:

Kerala	: 2900 M. T.
Tamilnadu	: 300 M. T.
Karnataka	: 800 M. T.
<b>TOTAL</b>	<b>4000 M. T.</b>

## AUCTION SALES AND PRICES

The position of auction sales and the prices during March 1979 and the cumulative position during the season are highly encouraging. The sales

during the current season registered an increase of about 240 M. T. at the end of March 1979 over the performance during last year. This provides a cross-check of the field estimate of crop and we are now fully confident of a crop of 4000 M. T. during the current year. The table overleaf gives the position of auction sales and prices during March 1979 as well as the cumulative position with comparative figures for last year.

## EXPORTS

As per figures furnished by the the Customs authorities export of cardamom during March 1979 was 261 M. T. valued at Rs. 5.12 crores as against 210 M. T. valued at Rs. 3.67 crores during March 1978. The cumulative position of exports during the financial year 1978-79 was 2902 M. T. valued at Rs. 59.56 crores based on shipping bills passed and cess/duty collected by the customs authorities. The export earnings from other cardamom products viz, cardamom oil, cardamom extract flavour, cardamom husk and cardamom spent seeds etc. totalled to Rs. 35 lakhs during 1978-79. Thus the total earnings from cardamom for 1978-79 is Rs. 59.91 crores. We had exceeded the revised annual export target of 2600 M. T. and Rs. 52 crores during the first 11 months



	March 1979		March 1978		Aug.-March 79		Aug.-March 78	
STATE	Qty. (MT)	Av. price (Rs./kg.)	Qty. (MT)	Av. price (Rs./kg.)	Qty. (MT)	Av. price (Rs./kg.)	Qty. (MT)	Av. price (Rs./kg.)
Kerala	124	142.30	232	144.60	2414	178.76	2270	142.48
Tamilnadu	21	116.73	12	115.79	147	142.66	123	113.99
Karnataka	78	126.70	36	116.18	570	133.83	499	103.17
TOTAL	223	134.42	280	139.68	3131	168.89	2892	134.48

SOURCE: Reports received from licensed auctioneers.

of the financial year 1978-79. We are giving below the annual export figures of cardamom in the current decade.

the next off-season (April-August 1979) is 500 M. T. Thus the total export from the crop (4000 M.T.) of 1978-79 would be 2800 M. T.

and the balance of 1200 M.T. will be for domestic consumption. Next year's crop is estimated to be 4500 M.T. out of which we expect to export 3200-3300 M.T.

### EXPORT GROWTH RATE OF CARDAMOM AND OTHER COMMODITIES

	Cardamom		Pepper		Coffee		Tea		Marine Products		Coir Products	
	Qty.	Value	Qty.	Value	Qty.	Value	Qty.	Value	Qty.	Value	Qty.	Value
1972-73	100	100	100	100	100	100	100	100	100	100	100	100
1973-74	131	169	159	206	104	140	98	98	134	150	95	104
1974-75	117	195	132	241	97	156	116	152	116	115	85	117
1975-76	140	283	121	237	117	202	109	162	140	209	75	130
1976-77	65	205	103	267	99	382	125	200	172	317	90	153
1977-78	200	707	127	350	110	700	114	378	170	303	86	160
1978-79	210	876	105+280	+116*430*	104+272	+211	380	87	172			

NOTE: Figures for 1978-79 are based on provisional data.

+ Target

\* Relates to April 1978-February 1979 only.

Following is a comparative study of the export earnings of cardamom and similar export oriented commodities during 1972-73 to 1978-79. From the table it could be seen that cardamom has registered spectacular growth rate in export and export earnings when compared to the other commodities:

It could be seen from the above table that the export earnings during 1978-79 has registered about six fold increase compared to the position at the beginning of the current decade. It could also be observed that the export earnings during 1978-79 will exceed the total of the first five year's performance during the current decade.

Out of the total production of 4000 M.T. during 1978-79 we have exported nearly 2300 M.T. during the period September 1978-March 1979. The estimated export from 1978-79 crop during

Y E A R	Production Quantity (M. T)	Annual Growth Rate	Value (Rs. million)	Annual Growth Rate	Unit value (Rs./kg.)
1970-71	1705	+ 48	112	+ 26	65.
1971-72	2147	+ 26	80	- 29	37.
1972-73	1384	- 36	68	- 15	49.
1973-74	1813	+ 31	116	+ 71	63.
1974-75	1626	- 10	133	+ 15	81.
1975-76	1941	+ 19	194	+ 46	99.
1976-77	893	- 54	140	- 28	157.
1977-78	2763	+ 209	484	+ 246	175.
1978-79	2900	+ 5	600	+ 24	205.
Year	(April-March)	Indices of Quantity and Value of Export (Base Year 1972-73)			



# LABOUR WELFARE MEASURES

Cardamom, Coffee, Rubber, Tea etc. are the major plantation crops in our country. Though these plantations have many aspects in common with the other industries, these are grouped under plantation industry. The labourers working in the plantation industries are a major force to be reckoned with, as they are the actual people who toil in fair and foul weathers to produce a better crop every year. It is estimated that there are about 10 lakh labourers employed in these major plantation industries. The number of labourers working in the cardamom plantations would be around 1.5 lakhs.

Unlike other industries majority of the plantation industries are situated in the hilly tracts and hence the people associated with it, especially the labourers, reside in remote areas where urban facilities are often a far cry. Even the basic facilities for medical treatment, education, entertainment etc are not available in many of these areas. This is particularly true when we think of cardamom plantations which are situated in the evergreen forests of the high ranges at an elevation ranging from 600 to 1200 meters above M. S. L. In order to safeguard the interests of the plantation labourers, the Government has given shape to certain laws known as the Plantation Labour Act. Plantations, having at least 12 hectares and 30 labourers will only come under

the purview of this Act. Over and above this act, there are many other rules and industrial settlements to protect the interests of the workers. However, the labourers in the smaller plantations are deprived of the benefits guaranteed by the plantation Labour Act and other statutes. It was in this background the Board formulated various welfare programmes with a view to rendering assistance to cardamom labourers, particularly the labourers working in small holdings. The Cardamom Act also provides for "securing better working conditions and the provision and improvement of amenities and incentives for workers" among the duties and functions of the Board. Thus, the Board in keeping with the spirit of the Cardamom Act is consistently at work for securing better amenities and incentives for the cardamom estate workers.

Taking into account various difficulties that a labourer has to face in the Cardamom plantation areas, the Board has been successfully implementing various schemes aimed at the social, educational and financial uplift of the workers. The major schemes are:

- (1) Grant of educational stipends to the wards of cardamom plantation workers:

- (2) Scheme for providing capital grant to educational institutions;
- (3) Scheme for providing capital grants to medical institutions.

## 1. EDUCATIONAL STIPENDS

The grant of educational stipends to the wards of cardamom plantation workers is a major welfare measure that concerns with both the immediate and distant future of the workers, their families and the community. The purpose of this scheme is to encourage further education beyond the primary level and hence stipends are given to students in middle school classes and above. This scheme was implemented in 1973-74. The children of workers and staff of cardamom estates whose monthly income is not above Rs. 500/- p.m. are eligible for the stipends. Only two children or dependents of a worker shall be eligible for stipend under the scheme. The rates of stipend are Rs. 10/- and Rs. 15/- per month for ten months in the Middle School and High School classes respectively and the whole tuition fees in Colleges. In deserving cases hostel fees are also being paid. Apart from Middle/High School students those who are eligible for the stipend include students of PUC/PDC/Technical diploma courses, vocational training, degree courses, post graduate and professional courses like medicine, engineering; Agriculture, C. A., Veterinary science etc.



The stipends are paid for an academic year. Those who are desirous of availing the facility will have to make applications with supporting documents at the appropriate time every year. The stipends are paid in one or two instalments.

The total number of students who availed the stipend during 1978-79 was 3104 in the three States of Kerala, Karnataka and Tamilnadu, including a few students in Engineering and Medical Colleges. An amount of Rs. 4,45,000/- was disbursed as educational stipends during 1978-79.

## 2. GRANTS TO EDUCATIONAL INSTITUTIONS

Often educational institutions in the plantation areas are few and far between. However, apart from the Governmental authorities certain zealous missioneries and private bodies have also come forward to establish such institutions in these remote cardamom areas. The scheme for providing capital grant to educational institutions started in 1977-78. As per the scheme formulated by the Board the maximum amount payable to an educational institution is Rs. 5,00,000/- or 50% of the cost of construction of the additional building, whichever is less. The educational institutions which have so far been awarded such grants include the Cardamom Planters' Association College, Bodinayakanur (Rs. 65,000/-) the only College of its kind run by the planters mainly for the benefit of the wards of cardamom

(Continued on Page 45)

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8. Oy Salco Pharma LTD., Kemijarvi Med-Pharm Consult, Basel, SWITZERLAND	—	—
9. Mr. Eero Bergqvist, Managing Director, OY SA Recen LTD , Konttori Sahaajank 49. 00810, H E L S I N K I - 81.	12-3338	—
10. Al-Mahwar Trading & Contracting Est., P. O. Box 3542, Doha, Q A T A R.	4557 MAHWAR DH	BLOSSOM
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## Labour Welfare Measures

(Continued from Page 44)

planters and workers. The other institutions which were given the grants are St. Michael's High school, Mercara (Rs. 10000/-, and St. Antony's U. P. School) Vandanmettu (Rs. 5,000/-).

### 3. CAPITAL GRANT TO MEDICAL INSTITUTIONS

This scheme is in operation since 1973-74. According to the scheme, the maximum amount payable to an institution is Rs. 20,000/- or 50% of the cost of construction of the building whichever is less. Hospitals and dispensaries conducted by the Government, Welfare organisations and charitable societies are considered for the grant of such assistance. While considering the applications for grant of this assistance, special consideration is given to those institutions that will be of maximum utility to the labourers in the cardamom plantations in the respective region. The following are the institutions which have availed the financial assistance from the Board:

1. Cauvery Peak Hospital, Salem
2. Karappara Hospital, Nelliampathy
3. Government Dispensary, Vandanmettu
4. Crawford Hospital, Saklespur
5. Government Hospital, Kattappana.



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| 7. | Shimoga (Karnataka      | — 577 201) |



# CULTIVATION OPERATIONS

**MAY**

	South West Monsoon areas (Kerala-Tamilnadu)	North East Monsoon areas (Tamilnadu)	South West Monsoon areas (Karnataka)
Primary Nursery	Raking of soil in the inter-spaces between rows continued - third round weeding-Routine watering and plant protection measures.	Routine watering and maintenance - Plant protection measures.	Regular watering, plant protection and weeding-provision and cleaning of drainage channels
Secondary Nursery	Watering according to necessity. Third round digging in the next season's nursery site, if sufficient rains are received. Collection of pandal materials.	Watering and routine upkeep	Routine watering, plant protection and weeding - If stem borer infestation is noticed, dead shoots to be collected and burnt.
Starting of New Plantations	Filling up of the pits with the fertile surface soil, after receiving a few summer showers.	Filling pits-taking pits for planting shade trees wherever necessary. Plant protection measures in last year's new planted ares.	Filling pits with farm yard manure or compost and surface soil-provision of drains across the slope to prevent soil erosion-Collecting sticks for staking seedlings.
Maintenance Of Plantations	First round weeding and trashing - thrips control - Manuring after receipt of a few summer showers.	Thrips control-cleaning the boundary, footpaths, roads, drainage channels etc.	Application of farm yard manure or compost and fertilizers - Thrips control - Filling up of pits for vancancy covering -Regulation of shade. Provision of drainage channels.

**JUNE**

Primary Nursery	Third round weeding continued-routine plant protection measures-watering according to necessity depending on rain.	Watering according to necessity-plant protection measures-repair and maintenance of beds, pandals. etc.	Remove the pandal cover depending on receipt of Monsoon rain-Removal and storage of pandal framework-If weather permits uprooting of seedlings for transplanting in the field.
Secondary Nursery	Watering as required-removal of shade pandals in the site for next season's nursery, formation of beds and erection of pandals.	Watering if required - plant protection measures-uprooting of well grown secondary seedlings for planting in field if weather permits.	Removal and preservation of pandal materials - Lifting of seedlings for planting in the field.
Starting of New Plantations	Filling up of pits if summer showers have been delayed - Planting shade trees if shade is not adequate.	Planting if weather permits - staking and mulching-planting shade trees where necessary.	Planting seedlings-mulching with dry leaves and staking the plants.
Maintenance of Plantations	First round weeding and trashing continued and completed-thrips control, planting shade trees where necessary-manuring if summer showers are late.	First round weeding-mulching and earthing up-Thrips control.	Filling up of vacancies preferably with two year old plants-mulching and staking.



## PUBLICATIONS OF THE BOARD

- |   |   |          |
|---|---|----------|
| 1. "Know Your Market for Cardamom"      | Information on all important export markets of cardamom and list of importers   | Rs. 50/- |
| 2. "Directory of Cardamom Planters"     | Names and addresses of cardamom planters in India   | Rs. 50/- |
| 3. "Cardamom" magazine                  | A bulletin published in English, Malayalam, Tamil and Kannada covering useful information on all aspects of the industry<br>Annual subscription | Rs. 6/-  |
| 4. List of Cardamom dealers/auctioneers | Gives names and addresses of registered dealers/auctioneers of cardamom   | Rs. 2.50 |
| 5. "Cardamom Statistics 1977-78"        | Statistics on world production, export, prices etc. (1971-72 to 1977-78)  | Rs. 15/- |
| 6. "CAP" (Cardamom Auction Prices)      | Weekly news letter on auction prices of cardamom at auction centres<br>Annual subscription  | Rs. 10/- |

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